

by **URBAN IMPACT**

NEWS & VIEWS

A new publication for PB4K partners of Urban Impact Foundation

"We got good feedback about the first issue of this publication which was mailed out in mid-July. Realizing that we may have been a bit too ambitious by stating that it would be produced monthly, we have adjusted those expectations to sending it out every 6 weeks. We hope that you enjoy this second issue that focuses on the creative ways in which several sponsors have blessed children, youth and families on the North Side throughout the summer.

Our first-ever Tailgate Party event and pre-season game, which took place on August 13th, was a great success. We hope that those of you who joined us enjoyed being the recipients of great food, fellowship and fun as much as we enjoyed sharing it with you!"

- Pastor Ed Glover, Urban Impact Founder & President



Career Day Excursion

Dick's Sporting Goods &
Compression Management Host

Urban Impact took high school students on their first Career Day excursion on July 30th. This pilot program was offered as part of the Summer Day Camp schedule for high school staffers to teach them about various career opportunities and to encourage them to think about their post high school plans.

The group went by bus to the corporate headquarters of Dick's Sporting Goods in Robinson Township. Community Marketing Manager, Colleen Wilson, (pictured on left below), coordinated an excellent lineup of



speakers that included a retail store manager, a buyer, a summer intern, magazine writer/editor, and marketing professionals. Besides teaching the kids about various career opportunities, the speakers emphasized how important it is to take initiative to try new things and find a niche where they can use their gifts. They encouraged the kids to have

a plan in place for their future. This plan may change several times, but that's okay. Having a plan is most important. The kids received lunch and a bag of fun promotional items including a gift card.

The group then travelled to Shadyside to the main office of Compression Management



Services, Inc. Jody Clark, President & CEO, (pictured above in the light pink jacket) and her staff taught the kids about lymphedema, & the three components of treatment (compress, maintain, secure). The kids also learned about patient care coordination, patient account coordination, and a little about business management. They were able to experience first-hand how the compression pump fits and feels while in operation. Before leaving, the kids enjoyed a snack and received t-shirts.

The day was a great success. Plans are being considered to offer this on a quarterly basis to high school students as part of the new *Options* initiative. If your organization would like to be a host, please contact Cindy Dell at or 412-321-3811, ext 120.

DATES TO REMEMBER

Anytime

Sponsorships are still welcome!

Payment is due by the end of the calendar year and can be made in installments, if necessary.

September 7, 2009

Autographed football request forms are due.

September 28, 2009

Advisor Group Golf Outing will take place at Diamond Run Golf Club. Please call Cindy Dell if you are interested in golfing or donating items for the silent auction.

November 19, 2009

The Annual Appreciation Dinner will occur a little earlier this year. **Mark your calendars now.** The event will be held at Pittsburgh's Grand Hall at the Priory on the North Side. Enjoy a fun and relaxing evening out with other PB4K sponsors and Steelers players.

December 31, 2009

This is the **deadline for sponsorship payments.** Payments can be made in installments, if necessary. We appreciate any payments made by 8/31 to help us meet our fiscal year budgetary needs..

Mission Vision Offers Two-Day Vision Clinic

William C. Christie, MD, owner of Scott & Christie and Associates has built a flourishing ophthalmology practice since 1990, utilizing the latest in technological innovations in ocular diagnostics and treatment. Dr. Christie supports Urban Impact as a gold level PB4K sponsorships via Good Looks Eyewear and Insight LASIK Refractive Group and serves on the UIF Board of Directors.

Having a heart to serve impoverished and underprivileged individuals, he established his own nonprofit organization, Mission Vision, to efficiently deploy and coordinate resources for vision care in this community and abroad.

Urban Impact was privileged to be a recipient of these resources this summer when Mission Vision set up a 2-day vision clinic as part of Summer Day Camp. Services were offered to campers and their family members. Of the 32 individuals examined, more than half of them needed prescriptive eyewear. Mission Vision fitted them and provided brand new eyewear free of charge.

Pictured on the right is DeAsia, a student who was in dire need of new glasses, but with little or no insurance, she could not afford them. She was especially blessed by Mission Vision!



StarKist & Charlie Tuna Visit Summer Day Camp



The Urban Impact Summer Day Camp spent the day at Riverview Park on August 4th. They received a surprise visit from none other than Charlie the Tuna, Mary Sestric and Samantha Schenk from StarKist Corporate Affairs office. They distributed backpacks

filled with all kinds of goodies, including pens, key chains, either a soccer ball or a lunch bag, and of course, a StarKist Lunch to -Go.

Mary, Charlie the Tuna and Samantha are pictured above with some of the campers. They were very thankful for the backpacks!

Tailgate Party Offers Food, Fun & Fellowship

All eligible committed PB4K sponsors were invited to a Tailgate Party and pre-season game against the Arizona Cardinals on the evening of August 13th. The party was held in one of the white hospitality tents at Heinz Field, courtesy of the Steelers organization. Guests enjoyed a very tasty food buffet and drawings by MC, Jeff Hartings, for some great prizes, including tickets to regular season games, a two-night stay at Nemaocolin Woodlands, and a getaway package for two to the last Steelers regular season game in Miami, FL. Most of the sponsors participated in an abbreviated corn hole tournament. The winners, J. Michael Bell and Greg Pennington from Colussy Chevrolet, enjoyed upgraded seats for the game on the 35 yard line!

Colussy Chevrolet, Gold Sponsor



Mike Reimer, Black Level sponsor

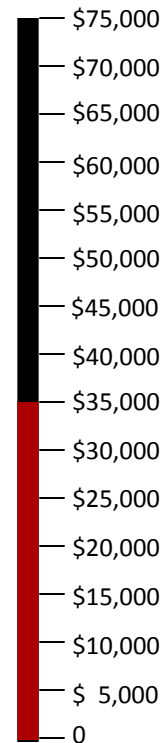


On the Sidelines at Steelers Training Camp

Some Urban Impact staff members took a group of high school students to the Steelers Training Camp in Latrobe on August 6th. Because of Urban Impact's relationship with the Steelers organization and Steelers players, the kids got a chance to remain on the sidelines when practice ended while some of the players came over to meet and greet them and sign autographs. Check out some of the photos below!



Challenge Update



At the Kickoff Luncheon in April at Heinz Field, there was a challenge announced from the players. They will match \$75,000 in new money - this includes new sponsorships and increases in current sponsorships. As of 8/26/09, the amount of new money raised is equal to **\$35,000**. The total of commitments made is **\$184,000**.

